

IN THE CLAIMS:

Claims 1, 3-6, 8-10, 12, and 14-16 have been amended; and claims 17-20 have been added as follows:

1. (Currently amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, and or famous name to be searched in the Web page on the Internet;

automatically creating a search string including the at least one trademark, tradename, celebrity name, and or famous name based on the at least one trademark, tradename, celebrity name, and or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; and

providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

2. (Previously amended) The method of searching and reporting according to claim 1, wherein the search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

3. (Currently amended) The method of searching and reporting according to claim 1, wherein the at least one trademark, tradename, celebrity name,

and or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

4. (Currently amended) The method of searching and reporting according to claim 1, wherein the search results highlight the at least one trademark, tradename, celebrity name, and or famous name found in the Web page.

5. (Currently amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, and or famous name to be searched in the Web page on the Internet;

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and or famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, and or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string,

wherein the searched contents includes elements other than only a domain name; and

providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

6. (Currently amended) A system for searching and reporting an

D1 incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

2 a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, ~~and~~ or famous name to be searched in the Web page on the Internet, to automatically create a search string including the at least one trademark, tradename, celebrity name, ~~and~~ or famous name based on the at least one trademark, tradename, celebrity name, ~~and~~ or famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches corresponding to the search string in the contents of the Web page of the URL address, wherein the searched contents includes elements other than only a domain name.

7. (Previously amended) The system for searching and reporting according to claim 6, wherein the search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

8. (Currently amended) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, ~~and~~ or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

9. (Currently amended) The system for searching and reporting

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according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, ~~and~~ or famous name found in the Web page.

10. (Currently amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

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a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, ~~and~~ or famous name to be searched in the Web page on the Internet, to automatically create homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, ~~and~~ or famous name received from the user, to automatically create a search string including the at least one trademark, tradename, celebrity name, ~~and~~ or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, ~~and~~ or famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches corresponding to the search string in the contents of the Web page of the URL address, wherein the searched contents includes elements other than only a domain name.

11. (Original) The system for searching and reporting according to claim 6, further including:

a remote computer system connected to the computer system via the Internet for

accessing the software program.

DI 12. (Currently amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, and or famous name to be searched in the Web page on the Internet;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, and or famous name based on the at least one trademark, tradename, celebrity name, and or famous name received from the user;

EX instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; and

instructions for providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

13. (Previously amended) The software program according to claim 12, wherein the search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

14. (Currently amended) The system for searching and reporting

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according to claim 12 wherein the search results highlight the at least one trademark, tradename, celebrity name, and or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

15. (Currently amended) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, and or famous name found in the Web page.

16. (Currently amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name in a Web page on the Internet, comprising:

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instructions for receiving from a user the at least one trademark, tradename, celebrity name, and or famous name to be searched in the Web page on the Internet;

instructions for automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, and or famous name received from the user;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, and or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, and or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search

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string, wherein the searched contents includes elements other than only a domain name; and

instructions for providing search results of identified matches corresponding to the search string in the contents of the Web page of the URL address.

17. (New) The method of searching and reporting according to claim 1, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

18. (New) The method of searching and reporting according to claim 5, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

19. (New) The system for searching and reporting according to claim 6, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

20. (New) The software program according to claim 16, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

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